will allow manufacturers to post discount coupons easily, receive customer use data, geography and use data, update or change coupons listed on the dividers remotely from another central location using phone, internet or satellite. Customers may easily access instant manufacturer coupons from the divider through a menu driven touch display. Customers may also access charities and make a donation that will be reflected on their receipt. The charity information may also be changed remotely. The charities can receive data on how much money was donated and at which stores the donations were made. The transaction dividers individual identification number existing with the data sent and received achieve the tracking.

[0009] Prior art has addressed POP check out methods at the supermarket but falls short of the tasks, methods and convenience offered using the transaction divider. The retail transaction divider and methods will allow the customers to pick retail function tasks from a touch screen menu. The menu and tasks will be right at the fingertips of the customer at checkout for changes or completion. The divider and this method will save time and stops for the customer by combining one or more retail tasks.

[0010] The divider and process will utilize and incorporate available electronic components, construction, materials, commands, power source, external components, divider system computer, software and technology to achieve the functional method and process. The size, shape, layout or composition will vary as to the retail tasks and functions.

[0011] The main customer interactive menu and functions will include (but not be limited to) one or more of the following: stationary or scroll advertising, store information, coupons or discounts, product updates, announcements, charity donations, self-bar code scanning, check out functions, read store cards, read debit cards, read credit cards, read smart cards, weights and scales, customer feed back and information exchange. The customer can access any one of these tasks with a keyboard or touch menu display such as the type found in palm-sized computers. As with palm size computers the transaction divider may have interactive video and audio capabilities. The dividers internal memory and software will allow it to communicate with a divider systems computer located in the store. The system computer will communicate with the dividers by a wireless method or bar code scanner. The system computer will work with the store data base computer containing product and price data and existing register system. The customer will receive a receipt showing details and totals of the transaction.

[0012] The system computer combined with the wireless communication system will be able to handle and track of the dividers being used through an internal serial code number that is attached into the transaction data exchange to and from the divider. At check out the checker can download the transaction information with the serial number being attached to the final tally and receipt. This will allow the systems computer to download the transaction data into the store POP and register system.

[0013] The customer will use the divider at the check out POP to separate their placement in line as well as the products purchased for a systemized order of check out. The retail transaction divider cannot be separated from a primary goal of a systemized order of check out. If the purchase products are to left in the cart because they were self scanned the order of customer and product check out will still be maintained. When the customer enters "check out now" function on the divider, the divider system computer working with the store data computer will calculate the transactions check order placement electronically and notify the customer when it is their turn to complete the transaction process at the physical POP register. This will also maintain the dividers use as a customer and purchased product by electronically placing the customer.

[0014] In one version (the simplest) the divider will translate the data to a bar code scanner via a liquid crystal display LCD. This divider will incorporate an LCD screen that will display product information and a bar code that will be scanned by the check out clerk. Customer input will be performed with a touch keyboard. This variation may be limited to charity donations and manufacturers electronic coupons because of the limited input keys. The customer will enter desired coupon or donation data using the keyboard. The entered data will generate a unique bar code on the LCD from the dividers memory. When the LCD bar code is scanned by the check out clerk the and data is matched with the manufacturers UPC stored in the stores database a transaction will be entered into the store register system. This tells the stores system what the bar code represents and the value. The checker then clears the divider and places it for use by the next customer and the transaction is recorded on a receipt.

[0015] Another version of the device and process will use an interactive menu and touch video screen, such as used in palm computers, for customer input and display. This version may exchange data with the store database via a wireless method. This may include, but not be limited to, infrared, radio or microwave. The dividers will exchange data with a systems computer that in turn is connected with the store database and register computer. The systems computer will govern the divider process and interact with the store database, register and communications systems. The system computer will be able to access telephone, satellite or Internet systems for data upgrade, data exchange or systems management. This customer touch display variation will be combined with a separate LCD display for bar code scanning transaction data directly into the POP bar code scanner. This variation may be used for advertising, electronic manufacturers coupons and charity donations. Incorporating a divider systems computer will allow a centralized office to remotely monitor or upgrade information and offers to the dividers. Because each divider is separate, groups or individual dividers may offer different tasks and retail offers. Because of the unique internal serial number code in each dividers memory different data can be sent or received making each divider programmable and traceable.

[0016] A customer may use the divider at the POP and throughout the store by selecting one of the retail functions. If used for self bar code scanning the customer will use the divider as they shop. With weight products the customer will use digital scales connected to a wireless data transmission system. To purchase a weight product a customer will scan a weight products store bar code tag, and then place the product on the scale, enter the scale number prompting wireless transmission of the weight to the divider system computer that will relay the totals to the transaction divider where it is displayed. The product cost and weight are entered in the system computer for pending check out.